## SKRIPSI

## THE INFLUENCE OF FOOD QUALITY, STORE ATMOSPHERE, BRAND TRUST, AND BRAND IMAGE TOWARDS THE CUSTOMER SATISFACTION AT COFFEE CROWD

## **DELIPARK MEDAN**

Written as a partial fulfillment of the academic requirements to obtain the degree of Sarjana Manajemen

By:

NAME

: JESLYNN LOVITA

**ID NUMBER** 

03013210024



MANAGEMENT STUDY PROGRAM FACULTY OF ECONOMICS AND BUSINESS UNIVERSITAS PELITA HARAPAN MEDAN 2025